



GLOBAL OPERATIONS CONFERENCE

UNIVERSITY OF MICHIGAN

Operations *in a* Digital Age

2018

November 8-9



TAUBER INSTITUTE
FOR GLOBAL OPERATIONS
UNIVERSITY OF MICHIGAN

The Global Operations Conference brings together industry and academia leaders to share best practices, debate current issues, and advance the worldwide practice of operations.

The world of operations is constantly evolving and companies are increasingly focused on digitizing their business to compete in today's world. Technology is driving advancements in operations, offering new opportunities to redefine business models, engage customers, capture efficiencies, and make data-driven business decisions.

This year, the Tauber Institute seeks to explore the ever-changing world of operations through the conference theme: Operations in a Digital Age. We are excited to hear from leading industries on the topics of Digitizing Operations, Power of IoT, Sustainability, and Big Data.



Corinne Beemer
GOC Co-Chair



Jeff Eyler
GOC Co-Chair

All events take place at the Ross School of Business.

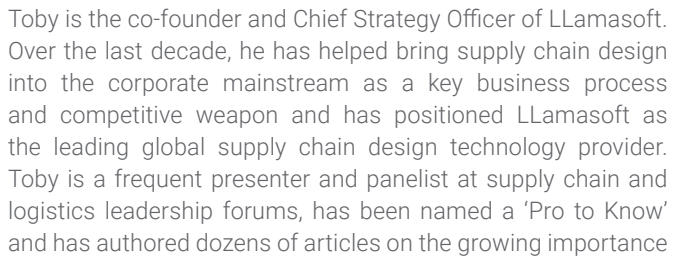
Thursday, November 8th

10:00 am - 4:00 pm	PwC and Strategy& Case Competition Finals Student and Company Coffee Chats	Various Rooms
4:00 - 5:45 pm	Alumni Happy Hour	Pizza House
6:00 - 7:00 pm	Welcome Reception	Ross Colloquium
7:00 - 7:15 pm	Opening Remarks by Joel Tauber and Dr. Alec D. Gallimore, Robert J. Vlasic Dean of Engineering	
7:15 pm	Dinner	
7:30 - 7:45 pm	Case Competition Winner Announcement	
7:45 - 8:45 pm	Keynote Address: The Digital Imperative and the New Age Operating Model Toby Brzoznowski, Co-Founder and Chief Strategy Officer of LLamasoft	
8:45 - 9:00 pm	Close	

Friday, November 9th

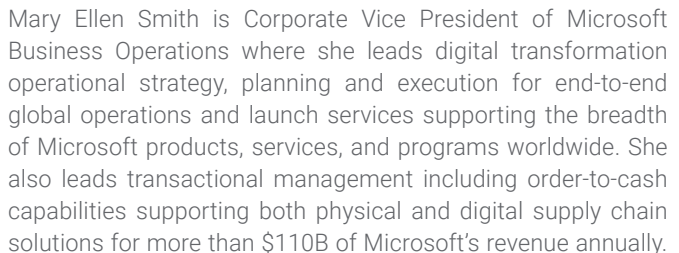
8:00 - 8:45 am	Networking Breakfast	Ross Colloquium
8:45 - 8:55 am	Introductory Remarks	
9:00 - 9:45 am	Keynote Address: Digital Transformation Journey Mary Ellen Smith, Corporate Vice President, Microsoft	
9:55 - 10:55 am	Panel 1: Digitizing Operations: From Manufacturing to Services	R1210
	Panel 2: Unlocking the Power of IOT	R1220
11:05 am - 12:00 pm	Panel 3: Sustainability in the Digital Age	R1210
	Panel 4: Decision-Making in a Big Data World	R1220
12:15 - 1:15 pm	Lunch & Keynote Address: Where is Operations Headed over the Next 25 Years? Russell Hensley, Partner, McKinsey Detroit	Ross Colloquium
1:15 - 1:30 pm	Closing Remarks	Various Rooms
1:30 - 4:00 pm	Student and Company Coffee Chats	

Thursday Evening



Mary Ellen Smith

Friday Morning



Smith is a dedicated advocate for advancing accessibility and inclusion in the workplace. She serves as Executive Sponsor of multiple Microsoft Employee Resource Groups committed to diversity and inclusion and was a core member of the team that launched Microsoft's Autism Hiring Program. In 2015, Smith was honored to represent Microsoft's inclusive hiring practices as a speaker at the United Nations. Mary Ellen Smith holds certifications from Stanford University's Graduate School of Business. She received her bachelor's of science degree from Bowling Green State University and master's degree in business administration from Wright State University.

Russell Hensley

Friday Afternoon



Russell Hensley is a Partner in McKinsey's Detroit Office and a leader in McKinsey's Global Automotive and Assembly Practice. He co-leads the McKinsey Center for Future Mobility and specific global initiatives on sustainable mobility, driving thought leadership and client service on both vehicle electrification and shared mobility. Mr. Hensley joined McKinsey in 2003, and has focused the past 15 years on both strategic and operational transformations with a number

of global automotive, mobility and related industry players. Prior to McKinsey, he led Vehicle Engineering Operations in North America for Ricardo Consulting Engineers and the Motor Industry Research Association. He has a Bachelor of Engineering, with Honors, in Mechanical Engineering from Leeds University, England, and a Masters in Business Administration, with Distinction, from The University of Michigan. He serves on the Industry Advisory Board (IAB) for the Tauber Institute providing industry leadership, cooperation, feedback. Russell lives in Northville, Michigan and, during his spare time, enjoys restoring and riding British motorcycles from the 1940s and 1950s.

PANEL 1

9:55 - 10:55 am • R1210

Digitizing Operations: From Manufacturing to Services

Discussion on how companies are using multiple levers to digitize business operations across both manufacturing and service oriented industries. Application examples include: Intelligent Process Automation, Machine Learning, and IoT.

PANEL MEMBERS:



Fred Mauermann,
*Global Lean
Manufacturing
(General Electric)*



Jeff Rooks,
*Director, Enterprise
Improvement
(AlixPartners)*



Jeff Tazelaar,
*Director, Digital
Fulfillment Center
(The Dow Chemical
Company)*



Ed Petkus, VP of
*Engineering for Airplane
Programs (Boeing)*



Chuck Graham, GM
*of Cloud Sourcing
and Supply Chain
(Microsoft)*



MODERATOR

M.S. Krishnan

*Associate Dean for Executive Programs
Accenture Professor of Computer Information Systems
Professor of Technology & Operations
Ross School of Business*

PANEL 2

9:55 - 10:55 am • R1220

Unlocking the Power of IoT

Discussion on how companies are approaching IoT as a means to improve their business operations, including: factory operations, planning and inventory, and supply network and logistics.

PANEL MEMBERS:



Steve Jones,
*Technical Material
and Process
Consultant
(Steelcase)*



Simon Jones, *CEO
(MainSheet OP)*



Danny Davis, *Partner
(American Industrial
Partners)*



David Bromwich,
*Director of Operations
(Motivate International
Inc.)*



MODERATOR

Brian Talbot

*Professor Emeritus of Business Administration
Professor Emeritus of Operations and Management Science
Ross School of Business*

PANEL 3

11:05 - 12:00 pm • R1210

Sustainability in the Digital Age

Discussion on how companies are using digital tools to drive improved sustainability across their supply chain.

PANEL MEMBERS:



Oliver Campbell,
*Director of
Procurement
and Packaging
Engineering (Dell)*



Piyush Bajpai, *Site
Leader (Amazon)*



Josh Mellinger,
*Senior Engagement
Manager (Deloitte)*



MODERATOR

Peter A. Adriaens

*Professor of Civil and Environmental Engineering, College of Engineering
Professor of Entrepreneurship, Ross School of Business
Professor of Natural Resources and Environment, School of Environment
and Sustainability*

PANEL 4

11:05 - 12:00 pm • R1220

Decision-Making in a Big Data World

Discussion on how companies are using advances in technology to drive greater business insight and operational improvements through data and analytics.

PANEL MEMBERS:



Andy Miller, *Finance Director, One Commercial Partner (Microsoft)*



Kaushik Archaya, *Senior Operations Manager (Amazon)*



Shashank Chiranewala, *VP of Strategy (NITS Solutions)*



Sudesh Kent, *Global Manufacturing Services (General Motors)*



MODERATOR

Hyun-Soo Ahn

*Jack D. Sparks-Whirlpool Corporation,
Research Professor of Business Administration
Professor of Technology and Operations, Ross School of Business*



Corinne Beemer
GOC Co-Chair



Jeff Eyler
GOC Co-Chair

Committee Chairs:

Sponsorship	Kelsey Wyatt-Mair Austin Friedant
Speakers and Panelists	Mary Grace Pelligrini Tom Walkinshaw
Case Competition	Colin McNally Abhishek Gowrishanker
Marketing	Matthew Hildner Erica Kirshensteyn
Logistics and Internal Planning	Makura Compton Christopher Hudson
Corporate Recruiting	Jenna Locricchio Steven Oranges
Alumni Relations	Mark Hardin Megan Liu
Technology	Reed Hostrander
Finance	Mark Spencer

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General Electric Company

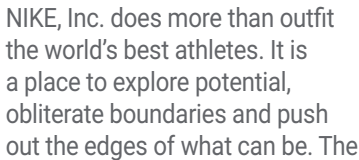
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business competitiveness, and public-sector efficiency. They also support new startups, improve educational and health outcomes, and empower human ingenuity. Our products include operating systems; cross-device productivity applications; server applications; business solution applications; desktop and server management tools; software development tools; video games; and training and certification of computer system integrators and developers. We also design, manufacture, and sell devices, including PCs, tablets, gaming and entertainment consoles, other intelligent devices, and related accessories, that integrate with our cloud-based offerings.



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